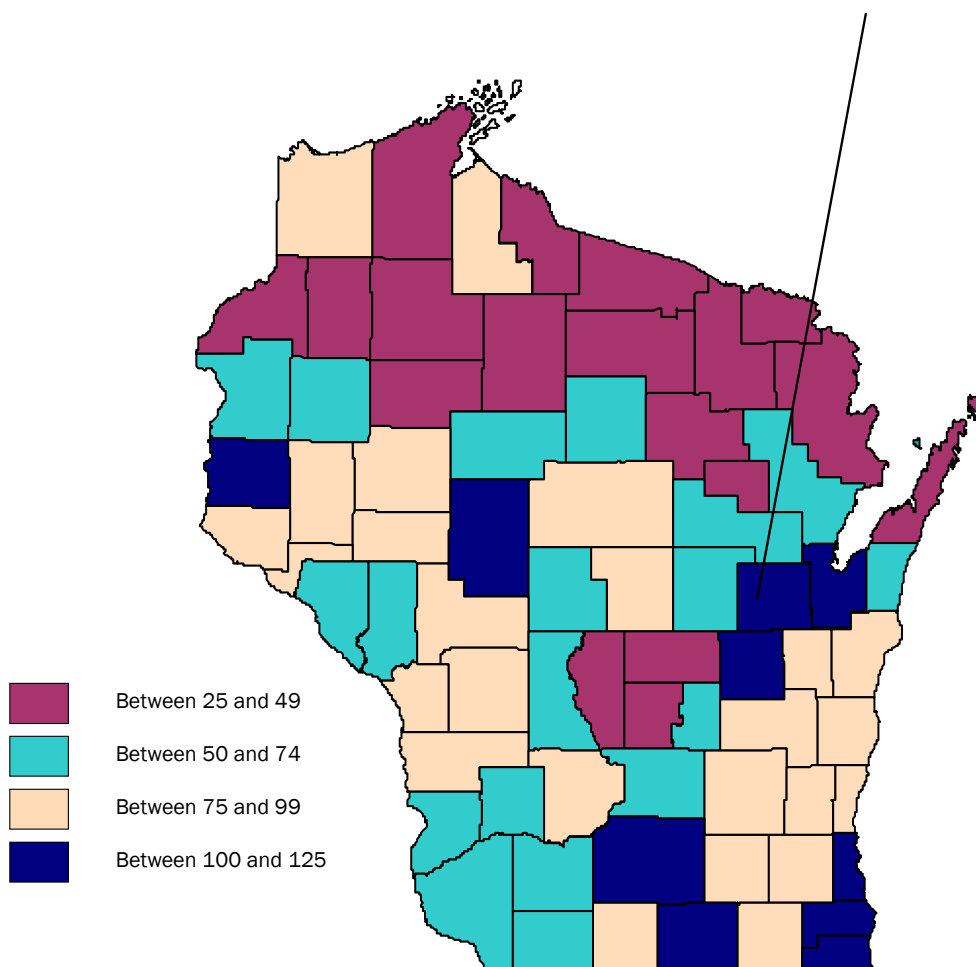


Outagamie County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



State of Wisconsin
Department of Workforce Development

Office of Economic Advisors
November 2004

OEA-10637-P

County Population

The growth of Outagamie County's population has been well above the national level since the 2000 Census and was nearly fifty percent greater than the 3.1 growth rate for the State of Wisconsin. The area has added over 7,500 residents during the last four years. This continues a pattern of growth from the 1990s when Outagamie

nus the number moving out of the county).

In Outagamie County, the largest part of population growth comes from net migration, however it is just slightly more than growth from natural increase. The county had greater growth from both of these sources than the State of Wisconsin and the average of the other metropolitan areas in the state.

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,704	5,532,000	168,296	3.1%
Outagamie County	161,091	168,650	7,559	4.7%
Largest Municipalities				
Appleton, City*	58,301	59,738	1,437	2.5%
Grand Chute, Town	18,392	19,579	1,187	6.5%
Kaukauna, City	12,983	13,926	943	7.3%
Little Chute, Village	10,476	10,775	299	2.9%
Greenville, Town	6,844	7,634	790	11.5%
Buchanan, Town	5,827	6,715	888	15.2%
Kimberly, Village	6,146	6,362	216	3.5%
Freedom, Town	5,241	5,466	225	4.3%
Oneida, Town	4,147	4,298	151	3.6%
Seymour, City	3,335	3,400	65	1.9%

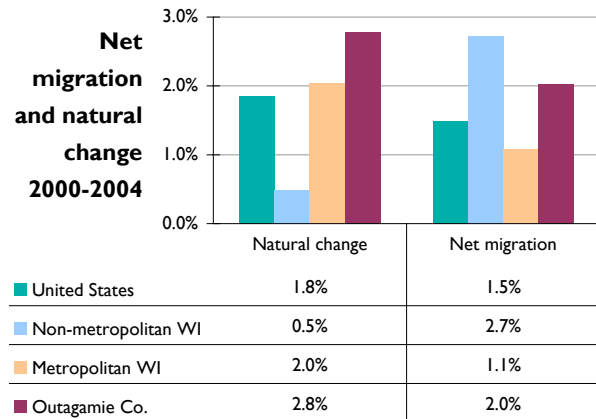
*Outagamie County portion only

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

County grew by 13.8%.

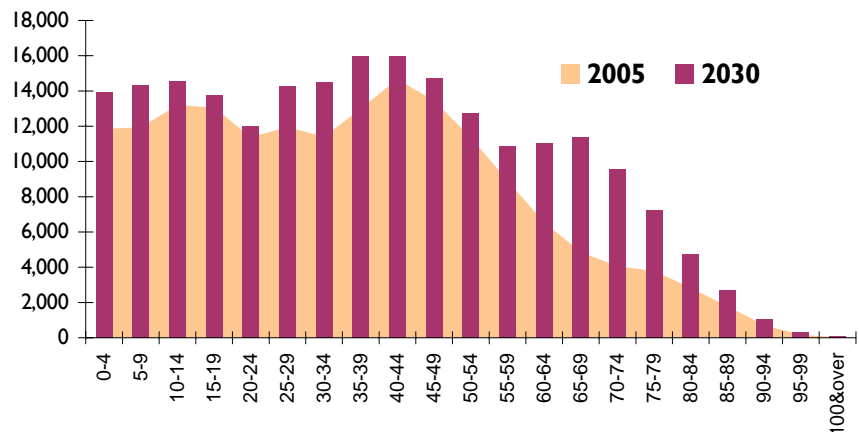
Not all areas in the county have experienced high growth rates during the last several years. The Cities of Appleton and Seymour, the Villages of Little Chute and Kimberly, the towns of Freedom and Oneida, which are included among the ten largest municipalities in the county, experienced lower growth rates. The reasons for this vary. Some causes may be attributed to limited area for expansion, gains or losses through annexation, or older family units where the young have left. All of these factors are part of why some areas grow and others do not. However, overall county-wide growth is the result of natural increase, (births minus deaths) and net migration (the number moving into the county, mi-

Like the State of Wisconsin, the population in the county is aging although it is also adding a younger population through net migration and this will have an impact on future population growth in the county. In 2000, the median age of Outagamie County's residents was 34.4 years, which is younger than the median age in Wisconsin of 36.0 years and the national median age of 35.3 years.



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Outagamie County



Source: WI Dept. of Administration, Demographic Services

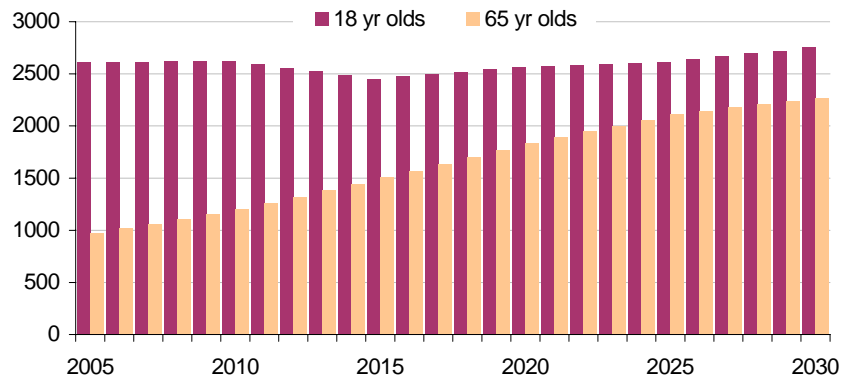
Future Population and Labor Supply

The older population of the state affects the natural increase as the median age for the state is nearing the end of the typical child bearing years, plus Wisconsin has not historically been an area attracting new residents. The younger population migrating to the county not only brings immediate growth, especially to the workforce, and the potential for continued population growth through natural increase.

Based on population projections, the population turning age 65 will soon nearly match the number turning 18 each year. Although this will mean less replacement workers for those that retire in the future, the trend indicates that the potential for labor force and economic growth will continue but recruitment of additional workers to fuel economic expansion will need to come from other sources. Generally the more urban counties will have less of a problem with more workers retiring than entering the labor force. This is more pronounced in the more rural counties where the population is older and opportunities are fewer.

Participation in the labor force is affected education,

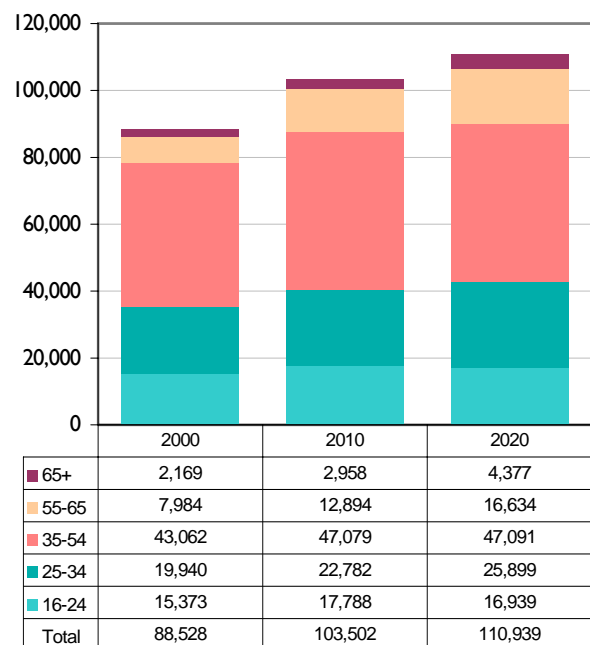
Convergence of 18 & 65 year old population in Outagamie County



Source: WI Dept. of Administration, Demographic Services

ethnic background, the health of the local economy and by the age of the population, with the middle-aged population participating at a higher rate than either the young or old. This will have an impact on the labor force as the population ages during the next 25 years. Currently minority participation rates are increasing, while participation of the white population is declining.

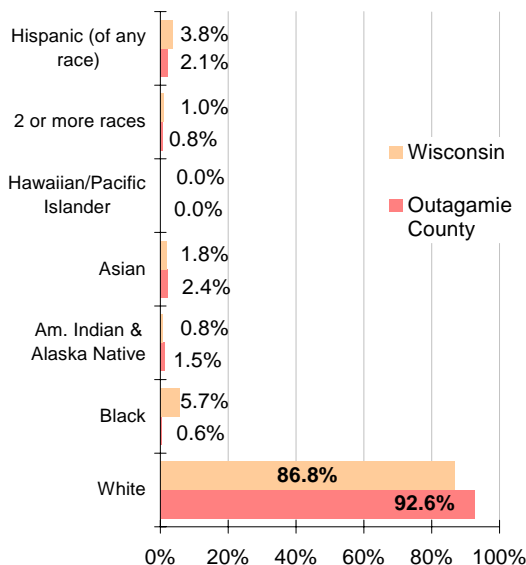
Outagamie County Labor Force Projections by Age



Decade change 21.8% 16.9% 7.2%

Source: DWD, Office of Economic Advisors, August 2004

Race and ethnic distribution



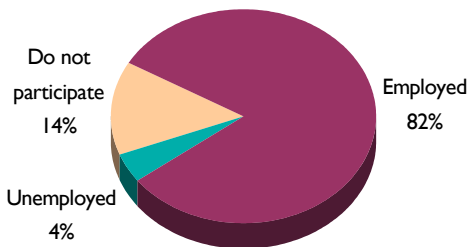
Source: U.S. Census 2000, SF-3, table P-6

Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

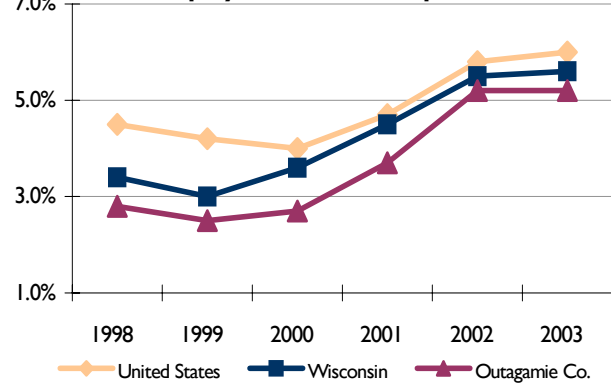
individuals choosing not to work, retirees, and those unable to work at this time. It is very possible that the rate will decline in future years as the age of the population increases.

Labor force participation in Outagamie County



Source: DWD, Office of Economic Advisors, July 2004

Unemployment Rate Comparison



In 2003, the participation rate in Outagamie County was 86 percent. The county's rate has consistently remained above both the national and state levels and is currently one of the highest in the state. This means that 14 percent of the population 16 years old and older are not participating. This would include some students and

Outagamie County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	101,502	99,780	102,233	105,435	106,295	107,368
Employed	98,707	97,290	99,477	101,494	100,818	101,766
Unemployed	2,795	2,490	2,756	3,941	5,477	5,602
Unemployment Rate	2.8%	2.5%	2.7%	3.7%	5.2%	5.2%

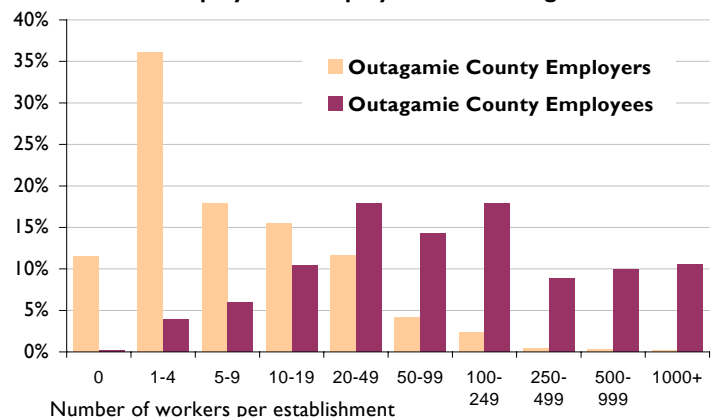
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

Nearly 80 percent of the county's employers have fewer than 20 workers. However, they only provide about 20 percent of the county's jobs. This can be deceiving as far as growth in the community.

These companies are often the large companies of the future and will have collectively faster growth rates than their larger counterparts. A healthy community will have a good mix of both large and small firms to encourage continuing economic growth and at the same time promote stable and sustainable environment to allow the churn and growth in the region.

Share of employers & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industry & employers by size

Forty-eight percent of the jobs in Outagamie County fall into ten different industry groups. The largest group is the food services and drinking places industry with nearly 6,900 workers. Over the last five years, employment in this industry group has increased 7.1 percent. The fastest growing group during that time has been the ambulatory health care services which has had over 70 percent growth. The food manufacturing industry declined during the period, primarily due to

plant closings and production relocations by employers in that group.

The county has over 4,500 public and private employers. The ten largest employers make up less than one percent of the employers, but provide fifteen percent of the county's jobs. Nine of these large employers have over 1,000 workers, while one has between 500 and 999 workers.

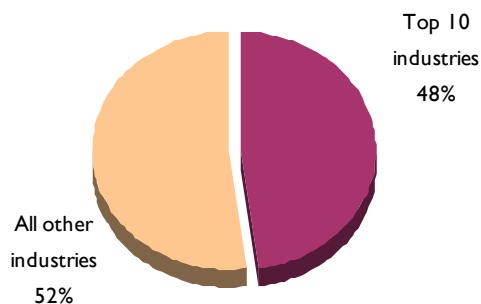
Top 10 Industries in Outagamie County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Food services & drinking places	295	6,868	397	842
Educational services	33	6,705	-28	731
Specialty trade contractors	421	5,725	223	1,007
Paper manufacturing	27	5,609	595	288
Administrative & support services	179	5,162	201	-129
Food manufacturing	30	3,987	-207	-701
Professional & technical services	307	3,196	271	382
Insurance carriers & related activities	113	3,187	-262	410
General merchandise stores	18	3,176	81	902
Ambulatory health care services	203	3,125	125	1,314

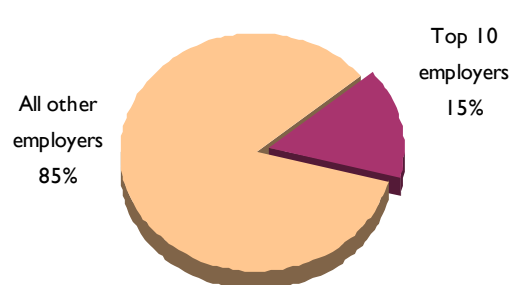
Top 10 Employers in Outagamie County

Establishment	Product or Service	Size (Dec. 2003)
Theadcare Inc.	General medical and surgical hospitals	Over 999 employees
Appleton Area School Dist	Elementary and secondary schools	Over 999 employees
Thrivent Financial For Lutherans	Direct life insurance carriers	Over 999 employees
Appleton Papers Inc.	Coated and laminated paper manufacturing	Over 999 employees
Wal-Mart Associates Inc.	Discount department stores	Over 999 employees
Sara Lee Corp. (Hillshire Farms)	Meat processed from carcasses	Over 999 employees
County of Outagamie	Executive and legislative offices, combined	Over 999 employees
Fox Valley Technical College	Junior colleges	Over 999 employees
Miller Electric Mfg. Co.	Welding and soldering equipment manufacturing	Over 999 employees
St Elizabeth Hospital, Inc	General medical and surgical hospitals	500-999 employees

Share of jobs in top 10 industries in Outagamie County



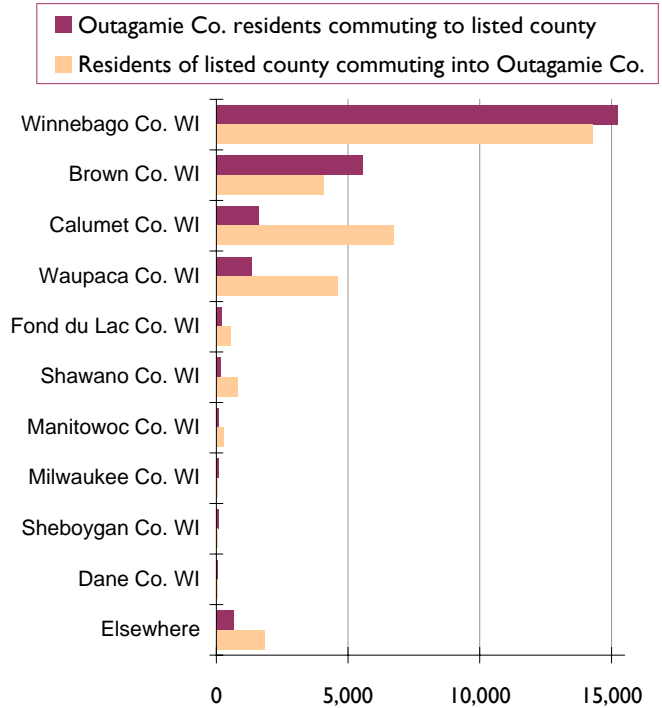
Share of Outagamie County jobs with top 10 employers



Commuting

Like most major metropolitan counties, overall, Outagamie County is a net gainer of workers. The county has a net gain of 8,249 workers coming from other counties. Most of the workers come from nearby counties. The largest number of workers come from Calumet County. Over 6,700 workers commute from Calumet County for work, while 1,600 commute into Calumet. While Outagamie is a net gainer of workers, it does lose workers to two nearby counties. It loses over 900 workers to Winnebago County and another 1,500 workers to Brown County. Commuting plays a very big part in the economics of the region.

Based on census data 58,500 workers commute in and out of Outagamie County. There are over 25,100 leaving the county and another 33,400 entering the county for work on a daily basis. The area has a well developed highway system which is conducive to commuting. Not only is the county a part of a three-county metropolitan statistical area, it also borders the Green Bay MSA.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right includes occupations that are common in the area. The list is not all inclusive and for information on additional occupations refer to the Office of Economic Advisor's website: <http://dwd.wisconsin.gov/oea/>. Wage tables are general guides to what is happening in the local labor market. The surveys are sent to approximately one-third of the employers in the state every year.

The surveys provide assistance to workers in knowing their worth on the market as well as employers that are looking to hire new workers and want to know what the "going rate" is. Note the table excludes the top and bottom 25 percent of wages, so there will be instances when the wages will be either above or below those listed on the table.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 th	50 th	75 th
Retail salespersons	\$10.96	\$7.23	\$8.42	\$11.86
Cashiers	\$7.83	\$6.55	\$7.65	\$8.77
Laborers & freight, stock, & material movers, hand	\$10.84	\$8.04	\$9.92	\$13.03
Office clerks, general	\$10.84	\$8.51	\$10.32	\$12.64
Customer service representatives	\$13.24	\$10.01	\$12.63	\$15.66
Waiters & waitresses	\$7.06	\$5.97	\$6.57	\$7.78
Truck drivers, heavy & tractor-trailer	\$17.55	\$13.31	\$16.71	\$21.40
Comb. food prep. & serving workers (fast food)	\$7.12	\$6.16	\$6.96	\$8.01
Team assemblers	\$13.02	\$10.73	\$12.83	\$15.16
Sales reps, whsl. & mfg. except tech. & scientific	\$24.21	\$15.45	\$21.63	\$30.25
Janitors & cleaners, except maids & housekeeping	\$10.70	\$8.32	\$10.13	\$12.65
Bookkeeping, accounting, & auditing clerks	\$12.32	\$9.62	\$11.96	\$14.60
Helpers--production workers	\$11.21	\$8.27	\$11.15	\$13.64
Registered nurses	\$23.02	\$20.16	\$23.11	\$26.10
Executive secretaries & admin. assistants	\$13.95	\$10.81	\$13.42	\$16.50
Stock clerks & order fillers	\$10.01	\$7.61	\$8.77	\$11.61
Secretaries, except legal, medical, & executive	\$12.18	\$10.11	\$12.03	\$14.27
Packers & packagers, hand	\$10.30	\$7.93	\$9.61	\$12.49
Nursing aides, orderlies, & attendants	\$10.05	\$8.99	\$9.95	\$11.02
Carpenters	\$18.94	\$13.27	\$18.15	\$24.29

Outagamie County is part of an area which includes Calumet, Outagamie and Winnebago counties.

Source: DWD, Bureau of Workforce Information, Occupation Employment Statistics Survey 2003

Employment and Wages

While the wages for all industries combined is just under the statewide average annual wage, the county has many industries where the average wage is above the statewide average wage for that industry. The average wage in the county is \$33,027 compared to \$33,423 for the state.

At \$44,311, the financial activities industry has the highest average annual wage and is 103.2 percent of the statewide average. This is due to several large corporate headquarters of the insurance industry in the area as well as regional facilities for the banking industry. Corporate headquarters have a higher number of professional and technical workers, raising average wage in the industry.

Although the manufacturing industry does not have the highest average wage in the county, it does have the largest portion of the county's total payroll. Approximately 24 percent of all the wages in the county are the result of manufacturing employment. This results in 769 million dollars in county wages. The industry also provides about 18

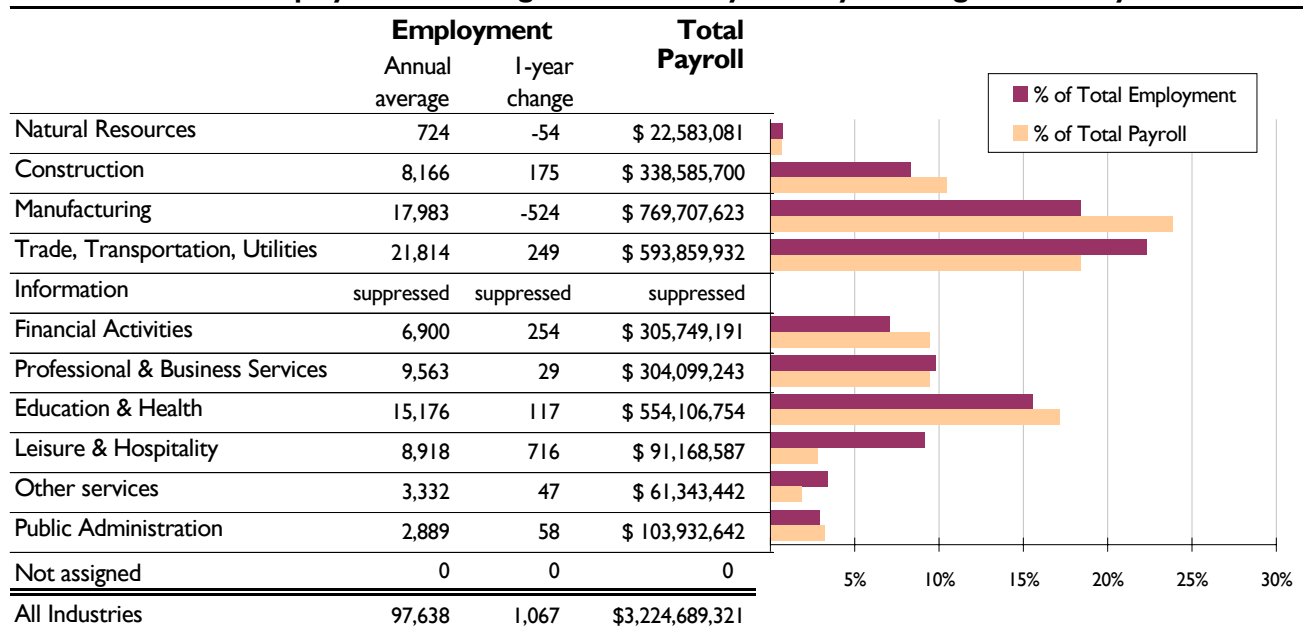
Average Annual Wage by Industry Division in 2003

	Average Annual Wage		Percent of	1-year
	Wisconsin	Outagamie County	Wisconsin	% change
All Industries	\$ 33,423	\$ 33,027	98.8%	2.5%
Natural resources	\$ 25,723	\$ 31,192	121.3%	-0.7%
Construction	\$ 40,228	\$ 41,463	103.1%	1.6%
Manufacturing	\$ 42,013	\$ 42,802	101.9%	1.2%
Trade, Transportation, Utilities	\$ 28,896	\$ 27,224	94.2%	1.4%
Information	\$ 39,175	suppressed	Not avail	Not avail.
Financial activities	\$ 42,946	\$ 44,311	103.2%	4.4%
Professional & Business Services	\$ 38,076	\$ 31,800	83.5%	10.5%
Education & Health	\$ 35,045	\$ 36,512	104.2%	5.3%
Leisure & Hospitality	\$ 12,002	\$ 10,223	85.2%	0.9%
Other services	\$ 19,710	\$ 18,410	93.4%	-1.9%
Public Administration	\$ 35,689	\$ 35,975	100.8%	5.8%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

percent of the jobs in the county. The manufacturing industry has been affected by changes in the national economy over the last 3 years and is down a little over 500 jobs from 2002. There is some indication that the decline in manufacturing is slowing and the industry may be recovering a bit. The largest industry group is the trade, transportation, and utilities sector. This group provides just over 22 percent of the county's jobs and about 19 percent of the county's total wages.

2003 Employment and Wage Distribution by Industry in Outagamie County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid-year total population estimates. The majority of PCPI in Outagamie County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments.

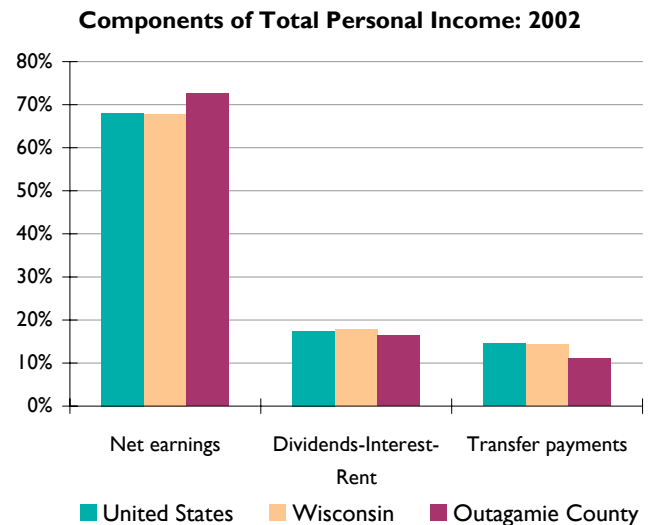
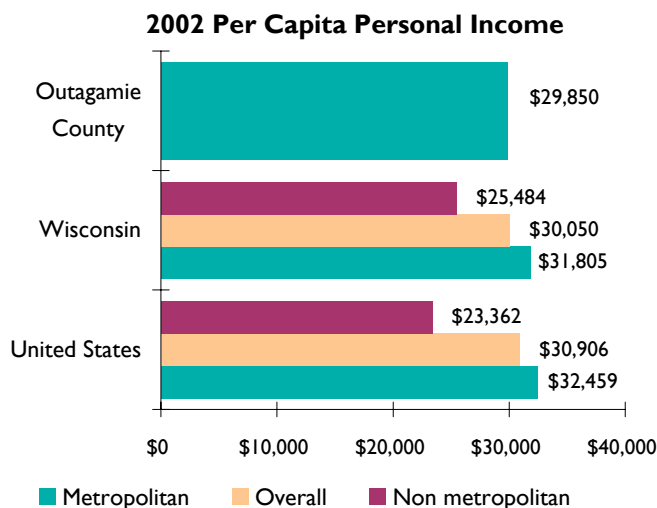
and national averages. Offsetting that are the portions of income coming from dividends and interest as well as transfer payments, which includes pension which were lower than the state or national averages.

The PCPI in the county is \$29,850, which is below the state level of \$30,050 and the national level of \$30,906. PCPI grew faster in the county during the last year but slower than in the state or nation over the last five years.

The percent from net earnings is higher than the state

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Metropolitan WI	\$25,972	\$27,711	\$28,770	\$30,317	\$31,106	\$31,805	2.2%	22.5%
Outagamie County	\$24,641	\$25,676	\$27,243	\$29,083	\$29,349	\$29,850	1.7%	21.1%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Metropolitan WI	\$29,111	\$30,584	\$31,067	\$31,672	\$31,598	\$31,805	0.7%	9.3%
Outagamie County	\$27,620	\$28,338	\$29,418	\$30,383	\$29,813	\$29,850	0.1%	8.1%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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Sheboygan, WI 53081
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email: richard.seidemann@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.